

Sew What's New

Massey's Sewing Machines Ltd.

10712-142 St.
Edmonton T5N 2P7
454-6869 Sales
454-6863 Service

Email: edmonton@masseysewing.com

Store Hours

West Location: Monday—Saturday 9:30-6:00

St. Albert: Monday—Saturday 9:30-5:30

Both Locations open Thursday 9:30-8:00

Closed Sundays and Holidays

102-205A Carnegie Drive
St. Albert T8N 5A9
(Campbell Business Centre)
458-1176 Sales and Service

Email: masseysouth@interbaun.com

Our Toll Free Number is 1-877-454-6863 and can be used across Canada!

Our website is... www.masseysewing.com

Edmonton and Area's *Exclusive* Brother Pacesetter Dealer

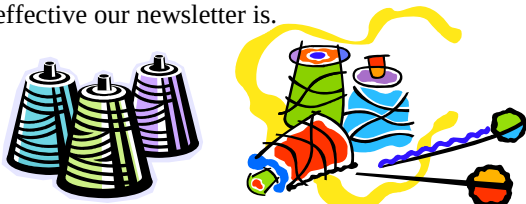
Authorized Dealers for Husqvarna Viking, Huskystar and White
Sewing Machines-Sergers-Classes-Cabinets-Notions-Parts-Repairs-Rentals-Industrials

Ask us about our Best Price Guarantee !!!

Thread Sale Coupon

Save 33% to 75% on all thread!

From now until September 21, 2006 all of our thread will be on sale. Save 33% to 75% on all thread that we carry in regular stock. FuFu, Sulky, Dorak, Guttermanns, Décor 6, Pearl Crown, Maderia, Cansew, Candlelight, Serger threads, Jean Stitch, YLI Blendables and any in stock threads. Please present this coupon at the time of purchase for these discounts. We will ship thread to out of town customers, or for anyone who can't get in for this one time special. We want to see how well our newsletter works and we will not advertise or mention this sale except in this one time special. This makes it easier to track how effective our newsletter is.



Important Notice To All Brother Embroidery Owners.

For one week only, September 9 - 16, 2006 we will be having a one time only, 2 for 1 sale on all Brother Embroidery design cards. This means buy one at regular price, get one free of equal or lesser value. All cards are on sale including the new "Cars" by Pixar Card, all Disney design cards, Winnie the Pooh cards, and licensed cards are also included. Cards are regularly priced from \$149.95 to \$239.95. Lay away for Christmas with a 25% deposit. Phone orders taken. We stock currently all available cards as well as some discontinued ones, however the early bird will get the worm as there are no rain checks or ordering after the sale period. Get together with a friend and get one for 1/2 price!

Clear Out Corner

 **Husqvarna**

VIKING

Husqvarna Viking introduces the new series of Huskystar

Value priced mechanical and computerized sewing machines. Sadly we also say good bye to the best selling Huskystar 200 series. We have about 10-12 discontinued basic to mid level machines, priced to go! Prices are the best ever, some are floor models, many are new in boxes. From \$200.00 and up. Now is a great time to get a once-in-a lifetime deal on a real decent sewing machine. New Husqvarna warranty (1-20 years) on all products. Like this Huskystar 224, rated best buy by Consumer Guide Magazine.



Basic Quilting ***

September 16 (Sat) 10:00-5:00 \$40.00 (St. Albert)

Learn basic piecing, quilting and finishing techniques.

October 28 (Sat) 10:00-5:00 \$40.00 (West Store)

This is the perfect opportunity for you to learn; piecing and machine quilting while making a fall table runner.

Instructor: Sharlene-(St. Albert) Cindy-(Edmonton)

Embroidery Basics ***

September 23 (Sat) 10:00-5:00 \$40.00 (West)

November 4 (Sat) 10:00-5:00 \$40.00 (St. Albert)

This class is not only for the beginner! Spend the day learning many techniques for the advanced embroiderer as well.

Instructor: Sharlene

3D Sketch Software ***

September 26 (Tue) 6:00-9:00 \$40.00 (West Store)

It's a new, exclusive concept in machine embroidery software. Enhance your photos, existing embroideries, clip-art and other pictures with personal embroidery textures. Create free motion designs directly on the screen. When you are done sketching, print and embroider your masterpiece at the touch of a button. Send To options make it simple to send designs directly from screen to your embroidery machine*. Multi-format saves in most popular embroidery formats**.

Instructor: Cathy

Kids Sewing Classes

What a great way for your kids to acquire a skill that will last a lifetime. The cost is minimal, the classes are small and we supply the machines and



\$60.00 / 4 weeks

West Store: Thursday (3:45-5:15) Instructor: Cindy

St. Albert: Wednesday (4:00-5:30) Instructor: Sharlene

*****Registrations taken on a continuous basis*****

Rag Time Quilt ***

September 30 (Sat) 10:00-5:00 \$40.00 (West Store)

Oh, sew easy....

Keep yourself warm with this easy to make quilt. This quilt can be made from either denim, flannel or both.

Instructor: Maryann

Rag Flannel quilt ***

September 30 (Sat) 10:00-5:00 \$40.00 (St. Albert)

Instructor: Sharlene

Made entirely of flannels and finished with an eight-pointed star quilting pattern.

Instructor: Sharlene

Advanced Quilting ***

October 21 (Sat) 10:00-5:00 \$40.00 (St. Albert)

Quilt from start to finish. Create a block for a place mat. Sandwich, machine quilt and bind. This project will be finished in class.

Instructor: Sharlene

Embroidered Jeans ***

October 21 (Sat) 10:00-5:00 \$40.00 (West Store)

Use our machines, patterns and threads to decorate your jeans or t-shirt with embroidery, embellishments or both.

A fun class for teens and adults alike.

Instructor: Maryann

Brother & Husqvarna Club

Learn more about your sewing machine as we focus on a variety of sewing techniques. In this club you will learn to use your machine to it's fullest potential by

- Discovering feet you didn't know exist.
- Learning the uses of different needles.
- Using optional accessories.
- Listening to special guests.
- Making projects you never thought you could.



4th Thursday of each month

St. Albert 6:00-9:00 PM (free of charge)

Instructor: Sharlene





\$5.00 off any Class

**Bring a friend,
You'll BOTH
Get \$5.00 off**

Both you and your friend *must* register at the same time.
Coupon is to be presented at time of registration

Weathervane Block Quilt ***

October 28 (Sat) 10:00-5:00 \$70.00 (St. Albert)

A two day class Continued on

November 25 (Sat) 10:00-5:00

A new twist on the traditional! This nine patch quilt block is sized for using flannel fabric. Four colours are used, making it easy to work with.

Instructor: Sharlene

Stained Glass ***

November 25 (Sat) 10:00-5:00 \$40.00 (West Store)

Not only beautiful...but sew easy too! Create your own stunning wall hanging. You won't believe how easy it will be! No experience necessary!!

Instructor: Maryann

Crazy Quilt Tree Skirt ****

November 18 (Sat) 10:00-5:00 \$40.00 (West Store)

Use the decorative stitches on your machine while learning to do crazy patch-then turn it into a tree skirt.

Instructor: Maryann

Husqvarna

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It's a new, exclusive concept in machine embroidery software. It's a stand alone system that can be used with most brands of machines and software. Enhance your treasures

existing embroideries, clip-art and other pictures with personal embroidery textures, or create free motion designs directly on the screen. When you are done sketching, print and embroider your masterpiece at the touch of a button. Multi-format - saves in most popular embroidery formats. There is a course by Kathy Badry on Sept 28, at 6:00 to 9:00. For more info and videos go to www.husqvarnaviking.com and browse software.

3D SKETCH



Husqvarna Software Club

With Cathy Badry

September 14

October 19

November 9

December 14

West Store

6:00-9:00

\$20.00 > each class

Husqvarna 3D Embroidery Studio

The Basics

Learn to combine designs, move them around the hoop area, scale designs and create your own original embroidery designs. Also, learn to organize your designs

Husqvarna 3D Embroidery Studio

Beyond the Basics

Learn to take designs apart to create new ones, do custom appliqué with embellishments, create endless hoop designs and more!

3D Professional or Professional Plus

3D Embroidery Professional consists of nine different modules and Professional Plus includes ten different programs on the Applications Bar.

These programs, when used in creative ways allow you to make incredible embroidery designs without having to digitize a single image.

ReNai Ferguson

**Sew it Seams
in Vegreville
632-6872**

- Machine and Serger Sales
- Repair Drop off Depot for Massey's
- Adult and Children's Sewing Classes
- Alterations and Repairs
- Serger Thread and other notions

*****Embroidery Class *****

• **September 19**

Trapunto

• **October 3**

3D

• **November 21**

Cutwork floral table runner

• **December 5**

Quick and easy Christmas gift

West Store

6:00-9:00-Tuesdays

\$20.00 > each class

Kit fees may apply

Instructor: Cathy

**Bring your embroidery machine (any brand)
and supplies. Learn many machine
embroidery techniques**

Class Policies:

- *Payment is required when registering.*
- You may register by phone with a credit card.
- If any class is cancelled by us, you will get a full refund.
- To receive a refund for a class-1 week notice is required.
- Supply lists are available for most classes, make sure you know what is needed when you arrive for the class.
- Some classes require a kit at a minimal cost.
- If a pattern, disc, or any *copyrighted material is needed, each sewer must purchase an original*, due to copyright laws.
- We will break for all classes more than 3 hours in length. Lunch breaks are taken on all day courses. We supply free coffee and teas for all classes.
- 15% off on all class supplies from date of registration to day of class. On the day of the class, you will receive 15% off of all *notion* purchases.
- Lunch on your own...*suggest to bag it.*

Embroidery Club

For you, our valued customers,
we are offering a **FREE** embroidery club.

We will cover such topics as where to find designs, stabilizing, downloading from the internet, rehooping, special notions as well as how to use the many types of software available for your embroidery machine.

We meet the first Thursday of month
at our **West Store**. 6:00-9:00 PM.

Instructor: Maryann

Please call to register as space is limited!

Learn to Serge

Come in and take a lesson....try before you buy!!!!!!

Serger Level 1...Working with your own serger you will learn basic maintenance, threading and setting tensions. Level 1 is a prerequisite for Levels 2 & 3. Bring your serger, it would be lonely at home by itself.

Serger Level 2...In this class you will learn all the basic techniques of serging. Outside and inside corners, securing and attaching elastic, and the use of optional presser feet. Remember to bring your serger to class.

Serger Level 3...Use your serger to it's full capacity! Learn how to do decorative seams, rolled edges, flatlocking, and how to use decorative threads.

WEST STORE

September 9
October 14
November 4

Heather

***Woolly nylon and decorative threadso are required
and are available at Massey's.
For the class you need to have the thread colours
that match the serger tension dials***

**If you bought your serger from Massey's, your class cost
will be refunded at time of booked lesson.**

Level 1 10:00-12:00 Noon (\$15.00)

Level 2 & 3 1:00-4:00 PM (\$30.00)

You must resister at least one week prior to the class

ST. ALBERT STORE

September 9
October 14
November 18
December 9

Sharlene



Congratulations!

Congratulations to Stefan, Cara and Jennie, they are students in Cindy Rankin's sewing class. All three were accepted into Toronto's Ryerson's University Fashion Program in the fall. Hard work and determination, along with Cindy's knowledgeable assistance, helped get them into the best fashion program in Canada. Good luck to all three.

Which expression came from how much fabric was needed to make the most fancy coat for a man of fashion?

The whole nine yards.

What's the difference from regular to embroidery needles?

Embroidery needles have a bigger eye for heavier thread, and are sharper, are not as durable as a regular needle, and don't have the size selection of a regular needle.

Sewing Hot Line

Stuck and Need Help?

Call any one of our stores during regular business hours and one of our staff will be happy to help with any sewing, embroidery, service or software issues or problems that you might have.

(West 454-6869)

(St. Albert 458-1176)

Ask The Pro

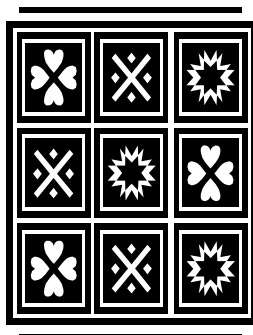
How do you determine when you have enough or the correct stabilizer? This embroidery goof up is at the top of the list. It's the most common cause for outline stitching shifting from the main embroidery. It will cause embroidered fabric to appear puckered or pulled. The two primary factors of stabilizer selection are the fabric and the design.

Decide if the fabric is stable or unstable. Stable fabrics are usually woven rather than knitted. Most bed, kitchen and bath linens, shirting, denim, poplin and other similar goods are woven. *Note:* Many loosely woven fabrics, such as lightweight flannel and toweling, aren't firm enough to be in the stable category. Based on their low thread count, they have more give and should be treated like unstable fabrics for embroidery.

You can usually embroider stable fabrics with a tear-away stabilizer, unless the design has a great deal of dense stitching and outlining. In this instance, select a cut-away stabilizer of a weight heavy enough to support the embroidery during the stitching process and still stand up with normal use and cleaning.

Knitted fabrics, such as those used in T-shirts, sweatshirts, infant sleepers and sportswear, are examples of unstable fabrics. The textbook treatment for this fabric type is to embroider it in a conventional two-ring hoop backed by a cut-away stabilizer that is hooped along with the fabric.

However, we mostly prefer to hoop the required layers of cut-away stabilizer, and use a release spray glue like 505 to adhere the fabric to the hoop. We have found there are less hoop marks this way.



Wanted: Unwanted Fabric

Massey's is still accepting unwanted fabric to donate to **Quilts for Canada**

These quilts are created by volunteers and donated to the needy in our city!

BODKIN (Early Eng. boydekin, a dagger, a word of unknown **origin**, possibly connected with the Gaelic biodag, a short sword)

 **Husqvarna**

VIKING

Designer SE Update

This update is available to all registered Husqvarna Viking Designer SE owners. You need the Designer SE 3D Embroidery Software CD, (3D Quickfont, 3D Organizer, Computer Connection) which came with your Husqvarna Viking Designer SE installed on a personal computer, running Windows XP. You need to have your Designer SE registered.

If you have not yet installed Designer SE 3D Embroidery Software or registered your Designer SE, insert your 3D Embroidery Software CD, (3D Quickfont, 3D Organizer, Computer Connection) and follow the instructions.

Version 9478 - new features and stitches:

- Support for 150x150 Do All Quilter's Hoop added
- Herring bone stitch as requested by quilter's for joining batting pieces with edges butted together (Stitch D47)
- 12 special quilting and embellishment stitches, many suggested by Designer SE owners (Stitches E61 - 72)
- 16 new, fun Children stitches - great for embellishing fun projects for adults too! (Stitches G25 - 40)
- Quick Help with right click on a connected mouse
- Automatic stop for thread cut when FIX basting and embroidery
- When "Selective Thread Cutter Auto" is unchecked in SET menu, it now cancels all automatic thread cuts in Embroidery mode during color changes and at the end of an embroidery design. This has been requested to facilitate bobbin work and eliminate thread cuts.

Fabric Postcards

With Liliana Padula, National Educator,
Brother International Corp.

September 16 at our West Store

Fabric Postcards using Brother
Disney "CARS" embroidery card.

Create an appliqué and place it on the postcard/card to be given as a special occasion card. Then stitch or iron on the appliqué to a pair of jeans, jacket or any other item. Embroidery will be the focus with a bit of sewing. This is a great, easy make and take project. There is an early and late afternoon session. Call early to ensure a spot!

No Charge For This Class

New Arrival!!!



Well, It's been a hectic year here at Massey's Sewing Machines. Nikki and Travis finally had their baby!

A week or two late, no less! A handsome boy, Connor Philip Cragg, born June 9 at St. Albert, at the Sturgeon Hospital. He was 8lbs. 8 Oz., 21 1/2" long, and red of hair. Nikki misses work, so she comes with Connor to visit often. She has taken a year off and will be back sometime in 2007. We hope for Nikki, Travis and Connor all the best in the coming year. The winners of the baby contest were: Janice Ferguson, who was closest with the date, she said June 2 and a boy, and Elizabeth Van Den Ottelar, who was guessed a boy and correctly said Connor. Thanks and a \$25.00 gift certificate goes to each lady!

Thanks for all who participated, better luck next time.



Brother introduces the latest member of it's sewing and quilting family, the Brother ES2000T. For new sewers, established quilters looking for a second machine or just anyone who wants a good quality machine with all the quilting



features available in a lower priced unit, this is the machine for you. Features include:
Computerized, 40 built-in stitches
1 step, auto size buttonholes
LCD display for easy pattern selection
Quick set drop in bobbin
Automatic needle threader and bobbin winder
Free arm convertible to quilting table
Drop feed on feed dogs
Introductory special includes: quilting table, 1/4" edge guide foot, free motion stippling foot, and walking foot

Value Priced At \$499.00

"footnotes"

 **Husqvarna**

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Adjustable Bias Binder

412 98 50-45

- Make beautiful edge finishes with your favorite bias tape.
- Adjustable to fit bias tapes in different widths, from 1/4" (6 mm) to 3/4" (20 mm).

1. Thread with sewing thread on top and in the bobbin. 2. Snap on the Adjustable Bias Binder. 3. Use the screw on the right side of the bracket to adjust the width of the opening to fit the bias tape. 4. Cut the end of the bias tape to a 45 degree angle. Insert the bias tape from the outside of the bracket, into the slot that matches its width, and pull it down under the foot. 5. Place the edge to be bound into the groove on the left side of the bracket. 6. Loosen the screw on the top, in the back of the foot and adjust the bracket as needed. 7. Select a narrow zigzag, a straight stitch or a decorative stitch. Sew slowly, keeping the fabric to be bound, snugly in the groove as you sew.



Ladies Sewing Classes

Not just for the beginner sewer.

Learn to read patterns, make garments, as well as learn basic sewing techniques.

*\$60.00 per month or
\$20.00 drop in fee*

West: Thursdays 1:00-3:30

Instructor: Cindy

St. Albert: Wednesdays 6:00-9:00

Instructor: Sharlene

Join this class any time !

September—June

Huskystar E10 by Husqvarna Viking

A must have in your home! Everyone can sew with a Huskystar E10. It is a sturdy and reliable machine for all your sewing needs. The Huskystar E10 comes with a variety of features and accessories to get you sewing right away, plus free sewing class. The E10 features 50 fun and practical stitch functions, including utility stitches, decorative stitches, stretch stitches and an easy button-holer. The stitch length can be adjusted from 0 to 4 m.m. The Huskystar E10 was designed in Sweden for European like quality. Come in and see the entire family of Huskystar machines.



\$349

Quilting beyond time and space

When you create a quilt, you become part of a tradition that **stretches thousands of years into the past. A tradition that originated in Ancient Egypt, 3,400 BC.**

The first known quilt depicted on a carved ivory figure represents an early Pharaoh. The oldest preserved quilt is from Sicily and was made in the 14th century. Today, it is displayed in the Victoria and Albert Museum in London, England.

The spread of quilting techniques across the world is fairly easy to follow. From their origin in Asia and the Far East, quilts accompanied the crusaders westward in the Middle Ages. These quilts were mainly used as padding under heavy armor.

The technique, stitching two layers of fabric with a warmer material between them was quickly adopted by women in cold countries like Holland and England. Gradually they began experimenting with patterns, several of which are still used today.

Email Contest!!

We will be sending a email alert to customers who have their email address on file to download newsletters in the future.

Please send us your email address to be added to the list. Indicate "newsletter" in the subject area of your email. We need your name and address as well to attach to your file.

We will have a random draw in December for a 36 spool box of Dortak Embroidery Thread.

New Product On Special !!!

Husqvarna Viking introduces the latest in Quilting! Have you ever spent hours and hours piecing together the best quilt top ever seen by anyone just to be too afraid to quilt the back and batting on. We have many customers who are bringing their tops to a commercial service because the job they do with their machine just won't cut it. Husqvarna has the solution, the new Husqvarna Viking Fabric Mover and Stitch Regulator. It attaches to most newer Husqvarna sewing machines and will regulate the stitch length and speed of the stippling process. It is very easy to use, simple to attach and works great. There is a video on the website, www.husqvarnaviking.com showing it in action. We will have a demonstration in September with Cathy Badry from Husqvarna Viking. There will be an Introductory special at this demo.

Platinum 755Q and Stitch Regulator—Fabric Mover

\$2799.00



Lots of choices for quilters

You will love the stitches on the 755 Quilt. Like the hand-look quilting stitch for a traditional look, scant 1/4" piecing stitch for perfect piecing, feather stitch for crazy patch, satin stitch for appliqué, and more to quilt and embellish your quilting projects.

Special characters for labeling

Label your quilting projects and keepsakes using upper and lower case letters, numbers 0 - 9 and special characters.

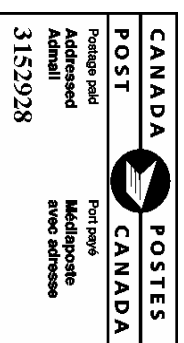
More Memory

Two permanent memories let you save stitches and/or lettering. Save up to 30 stitches per memory. This allows for long combinations and more variations in your decorative sewing.

Needle up/down position for sewing and quilting ease

Touch the Needle Stop Up/Down and your needle will stop down, for ease in turning corners or adjusting your work. The needle holds the fabric in exactly the right place.

MASSEY'S SEWING MACHINES LTD.
10712-142 ST.
EDMONTON, AB. T5N 2P7



**Look inside for info on:
sewing machines, quilting machines,
sergers, classes, notions and sew
much more!**

Based on the same technology and details as the Innovis line up, the personal sewing, quilting and embroidery machine Innov-is 1000 incorporates the latest technology to make the designing and creating experience even more enjoyable. Making a beautiful and unique piece has never been so easy, all you have to do is select an embroidery design and press a button, from frames, monograms, lace to heirloom designs. Anything is possible using this remarkable machine.

Features include:

- 128 utility stitches
- 66 built-in one point patterns
- 6 built-in lettering fonts
- 120 x 64 m.m. screen
- 130 x 180 m.m. embroidery area
- Needle threader
- 7 point feed dogs
- Automatic thread tension
- Bobbin run out alarm
- Thread cutting system
- Create your own one of a kind stitches with my custom stitch
- Two LED sewing lights



\$1699.00

